

# BLOOD RED BARGAINS.

## A Monster Slaughter OF A Mammoth Stock!

**E.B. LONGWELL**  
PIONEER  
OF LOW PRICES

Sale Opens Saturday, December  
16, and Closes Saturday night,  
December 23d, Preceding  
CHRISTMAS.

Thousands of Toys and Christmas Goods Galore. Every Department crowded with Mignify Bargains for this LAST AND GREATEST SALE OF THE YEAR, Having added 50 feet more of selling space by fitting up our basement with new shelves, new tables and new, short easy stairs, we now have THREE SATISFACING FLOORS AND SIXTEEN DISTINGUISHED DEPARTMENTS UNDER ONE ROOF. Look at this grand list of Merchandise and ask yourselves if we can't sell goods on smaller margins than the merchant who only carries 2 or 3 lines. Yes, you can! The prices tell the tale; as to quality remember standing guarantee. Money refunded if desired.

### Toys.

Of every description.  
Double Sided Jumping Jack  
painted in Gay Colors, the  
old time Christmas  
favorite. 5c  
Extra Large Jumping  
Jack. 10c  
**Every Boy or Girl**  
Accompanied by older per-  
sons will be presented with a  
**Little Present Free.**

### Tops.

Good! Sized Turned  
Tops. 1c  
**Uncle Sam's Flag Top.**  
Automatic Spring Winder can not get  
out of order, painted with Stars and  
Stripes each. 5c  
**Toy Watches each 10c, 5c  
and 3c.**  
**Toy Whips each 10c and 5c.**  
**Patent Metallic  
Drum.**  
Made entirely of Metal,  
head painted white, body  
finished in bright colors.  
Good round sticks  
with each Drum. 25c  
**3-Piece Sets Doll  
Furniture.**  
Each set in box very pretty. 10c  
**Ten-cent Blackboard.**  
Upright Folding Easel neatly finish-  
ed each. 10c  
Toy China Tea Sets 25c, 10c and 5c  
Money Bank Solid Iron 10c and 5c  
Toy Pianos each. 19c

### Sail Boats and Warships. Each 25c.

Building Blocks. 5c  
Paints and Drawing Slates. 5c  
Noah's Arks. 5c  
Boxes of Animals. 10c  
Boxes of Soldiers. 5c to 10c  
Magnetic Toys and Conjuror's Boxes. 25c  
Pair Clappers. 2c  
Fire-Glasses, fancy, each. 1c  
Horns. 1c  
Mirrors (Pocket). 1c  
Hundreds of little toys from 1c and  
2c, 5c and upwards.  
Soldier Suits, Warehouses, Etc. 50c  
**Doll Chair - Substantial - 10c**  
Wheel Barrows. 25c  
Nine Pins. 10c  
**Tool Chests 50c and 25c,**  
**hundreds of Miscellaneous  
Toys.**

### GAMES.

25c Bagatelle. 10c  
Checkerboards 5c and 10c  
Dominoes 5c and 10c  
Tiddewinks. 10c  
Pillow Dex. 15c  
Authors. 5c  
Pallor Croquet. 35c  
Snap, Old Maid, Peter Coddies,  
Heads and Tails, Mother Goose,  
A. B. C. Noah's Ark, Etc. 5c and up.  
By far the largest variety of  
games ever found in any store in  
Taw Paw.

### One Dollar.

Magic Lantern packed  
in patent hinge box,  
Nickel finish, Decorations  
in Red and Black  
10 1/2 inches high 6  
long and three New  
Pattern Round Slides.  
A large useful  
lantern. \$1.00  
Others at. 50

### Dolls.

We sent in our  
second order to be  
sure to have enough.  
They are beauties this  
year and prices are  
right. Choice of Two  
Handsome Patterns  
Dressed Dolls 25c.  
**Admiral Dewey and Sailor Dressed  
Dolls, movable heads, arms  
and legs, 50c**  
Kid Body Dolls  
\$1 to. 25c  
**Handsomeness Dressed  
Dolls \$1 and. 75c**  
**Dressed Little Dolls.**  
With Closing Eyes. \$1.00  
Dressed Little Dolls. 1c  
Doll heads washable, unbreakable,  
China etc. 5c and up.

### Fine Holiday Presents.

This year we have the choicest line  
in this department that we have ever ex-  
hibited.  
The prettiest novelties in bright  
Colored Celluloid novelties at 25c and  
up. Gold plated and celluloid novelties  
at 25c and up. Notwithstanding the  
natural trend of high prices in most  
goods, the prices in these goods are pos-  
itively low.

### Toilet Sets.

In a great variety of Celluloid  
Boxes at 85c to. \$3.50

### Albums.

Every Album in our  
Store, is

**Brand New,**  
and so pretty, our starter  
is an Album with solid  
Celluloid Covers, Hand-  
some Flowered de-  
signs each. 50c  
**Handsome Large  
Albums.**  
Celluloid Covers that  
have sold in former years  
at \$1.50, we sell them  
this year 85c and. \$1.00

**Every Album Brand-New.**  
Former \$2 ones at \$1.38 and. \$1.50  
Others up to. 50c  
Albums this year are finished solid with  
Celluloid in handsome colors and some  
are trimmed with Plush. Our line of  
Albums cannot be beaten and every  
Album BRAND-NEW.

### Silver Ware.

Set of 6 Silver Teaspoons. 25c  
Set of 6 " Tablespoons. 25c  
**Silver Plated Knives and Forks.**  
6 Plain handle Knives and 6 Fancy  
handle Forks, Silver Plated in Crucible  
Steel packed in handsome box  
each. \$1.49  
New Pattern similar to above. 1.50

**Set of 6 Solid Metal Tea-  
spoons. 10c**  
**Set of 6 Roger Brothers  
Nickle Silver  
Teaspoons. 30c**  
**6 Tablespoons. 75c**  
**Steel Knives and Forks.**  
Set of 6 Knives and 6 Forks polished  
White Bone handle Bolstered and  
Capped per set. 85c  
**High Grade Polished Rose  
wood Handle, 6 Knives  
and Forks for \$1.25**

### Fine China.

**A Large Variety of Cups and  
Saucers.**  
In every conceivable pattern. Haviland,  
Austrian and German Tea, Coffee and  
Mustache Cups 25c and up.  
Decorated Fruit Plates of every  
description from 10c to. \$2.00  
Salads at 35c to. 1.00  
Fine Bric-a-Brac 25c to. 1.00  
Doz. of Patterns in China Cream-  
ers 10c to. 75c  
Sugars and Creamers 25c to. 1.25  
Anything you want in fine China  
you can find at the store.  
Opal Comb and Brush Tray. 85c  
Opal Cigar and Pipe Boxes. 85c  
**Large Opal Toilet Bottles - 1.00**  
"Old Troy" Candlesticks. 10c

### Perfumes and Atomizers.

Last season we were cleaned out entirely  
of Fine Goods of every description and  
this year you choose from

### Strictly New Goods.

Our 25c line of Perfumes is simply boss,  
we can give you a selection from 4 or 5  
different patterns, each bottle in nice box.  
Our 50c 75c and \$1 line is perfection.  
Our \$1.25, \$1.50 and \$2.50 large bottles in  
fancy boxes will please you.

**New design Atomizers with  
Guaranteed Bulbs 25c and up.**

### Bibles.

Here we are strictly  
in it, with a grand  
line from 49c to 99c  
for Bibles that sold  
in former years for  
\$1 to \$3.50.  
**"Special" Table  
Bibles.**  
A large substantial  
book, one foot in  
length by 9 1/2 inches  
by 2 1/2 inches thick.

bound in Black Enamelled Cloth, Em-  
bossed with Gold, good paper, large print,  
contains the usual Bible text with refer-  
ences. Also illustrated with a number  
of Dore's effective pictures. A beautiful  
present at the astonishing low price

### Handy Size Teachers' Bible

Handsome Book 7x5 inches, bound in  
Morocco with overlapping edges, linen  
lined, silk band, silk ribbon marker, gold  
stamp inside and back, red under gold  
edges printed from Minton type on fine  
paper, contains help to Bible study 8  
maps and 32 full page halftone illustra-  
tions.

**Each Bible 79c**  
EGYPTIAN SEAL overlapping edge red  
under Gold Teacher's Bible 8 1/2 x 5 1/2  
\$1.14 each. 89c  
FRENCH MOROCCO a little larger  
than above Complete Teachers  
Bible. 99c

**Lamps.**  
EVERY LAMP  
in our stock  
brand new.  
**HANDSOME  
LOW LAMP**  
Complete with  
Shade each 89c  
A beautiful as-  
sortment at \$1.25,  
\$1.50, \$1.75, \$2.00,  
\$2.50, \$3.00, \$4.98.  
We have THE  
LAMP STOCK  
of this county, so  
kindly look us  
over before buy-  
ing.

### Glassware.

13c for this  
Imitation Cut  
Glass Pitcher.  
49c for a  
Com plate  
Water Set of  
Pitcher and 6  
Tumblers with  
1lb Longwell's  
Pure Baking  
Powder. 49c  
49c for choice of two patterns of 4  
piece sets: Sugar, Creamer, Butter and  
Spoon Holder with one pound Longwell's  
Pure Baking Powder. 49c  
This is an inducement seldom offered.  
The sets are worth 50c alone.

**PLAIN AND FANCY  
TUMBLERS at 1c and  
UP.**

**Crockery.**  
ONE HUNDRED PIECE SETS OF  
DECORATED ENGLISH CHINA  
each. \$5.99  
**10 Piece Chamber Sets.**  
Bowls choice of any size (slightly  
imperfect) for. 5c  
The largest quantity of Crockery ever  
bought by us in one bill left East Liver-  
pool, Ohio, December 7. This lot will  
assuredly reach us 4 or 5 days ahead of  
Christmas, but owing to its late ship-  
ment and not wanting to take any  
chances on carrying it over, we will put  
the knife deeply so as to move it in short  
order.

**100 Pieces White Porcelain  
\$4.48.**  
100 Pieces Best White Porcelain. \$5.99  
100 Pieces Decorated; beautiful  
goods; green and blue. \$6.98  
100 Pieces Violet and Gold; regular  
\$10.99 at. \$9.99  
Immense quantities in stock patterns  
at what we are prices.

**Large Milk Pitcher. 10c**  
**Platters. 10c**  
**5 Piece Chamber Sets,  
Beauties, at \$1.89**  
10 and 12 Piece Chamber Sets in  
great quantities at prices MARK-  
ED TO SELL.  
Mammoth Coffee Cups and Sau-  
cers, decorated. 25c

**Alarm Clocks - 79c**  
**Dewey Clocks \$1.19**

Envelopes  
Pkgs. 2c  
BOX PAPER  
very fancy  
boxes and  
good paper 25c to 5c.

Razors 25c to  
STROPS best Quality.  
HONES Best Imported Stone.  
HAIR CLIPPERS.  
LADIES' NOVELTY PEN  
KNIFE.  
MENS' Best Quality 4 Blade  
MOUTH ORGANS a superb line  
of 5, 10 and 25c ones.

### Watch Department!

**Uncle Sam Dollar Watch**  
With an Unqualified Guarantee for 79c



**Ladies' Gold Plated Watch**  
6 Size Hunting Case, Complete with  
New York Standard Stem Wind and  
Set. \$3.98  
**Ladies' 14 kt. Gold Filled Watch**  
Guaranteed to Wear 5 Years, 6 Size,  
Stem Wind and Set. \$5.75  
**Gents' Empire State Special**  
Silver-tone Watch, Duerer, Solid Hinge  
Case, Open Face, Dust and Water Proof.  
Inside Cap. Will Wear for a Century and  
keep its Luster. 7 Jewel Movement.  
Stem Wind, each. \$3.98

**Men's Gold Plated Watch**  
Each. 3.98  
**Men's gold files hunting case**  
Watch, 18 size, Warranted for 5 years  
7 Jewel Movement. \$5.48  
**The same watch with Waltham**  
Movement for. \$8.50

### Our Colossal Book Department!

We have prepared  
for a Monster Book  
Sale with the Large-  
est Stock and most  
varied assortment  
of Books of every  
description.

This season  
brings a wonderful  
lot of GREAT BIG  
BOOKS, (480 pages  
to 600 pages) at the  
astonishing low Prices of 35c to 99c.

**For Bible List**  
See another portion of this advertisement

**Paper Bound.**  
(Not copyrighted) 50 different authors.  
Each. 10c  
**Paper Bound.**  
Copyrighted by such authors as Mary  
Jane Holmes, Wm. H. Thomas, Lawrence  
L. Lynch, at. 20c

**Cloth Bound.**  
A full line of Arlington Series. 10c  
Argyle Series. 25c  
Victor. 25c  
Warners Popular 16 mo. 25c  
Rogers 16 mo. 25c  
Caldwells Handy Classics. 25c  
Altamuns Petit Travels. 25c  
E. P. Roe 16 mo. 35c  
Altamuns Marguerite. 35c  
DeNovas Petit 16 mo. 30c  
Luptons, Gilt Top, 12 mo. 30c  
Altamuns Youngpeople. 35c  
Hills 12 mo. 35c  
Prisoner of Zenda and others at. 35c  
Plain Poets, Gilt Top. 60c  
Westminster Poets, Beautiful Bind-  
ing at. 75c

**Padded Poets. 89c**  
The above prices are positively cut  
prices and can scarcely help but appeal  
to your pockets.  
David Harum and Richard Carvel \$1.25

**A Few Copies**  
Left of Longfellow's Hiawatha with il-  
lustrations taken from photographs of  
scenes of our Beautiful Paw Paw River.  
These are positively the last of this  
edition and our price is. 39c  
**Children's and Young People's**  
Big Books, shams in Uncle Ben's expe-  
rience with Hypocrites, 412 pages. 39c

**Boy Spy.**  
A true record of secret service during  
the rebellion, 460 pages. 49c  
**Famous Frontiersmen**  
Pioneers and Scouts, 540 pages; 250 full  
page illustrations. 49c  
**The U. S. Navy.**  
80 reproductions of costly Photographs,  
each measuring 80 square inches. Pic-  
tures of the vessels in the Navy, Numera-  
tion of guns, Armor, Men, Speed, Date  
of construction and cost, Portraits of  
the great Naval Commanders and  
maps; each. 59c  
**Swiss Family Robinson,**  
391 pages; 100 artistic half tone,  
Each. 89c  
**Robinson Crusoe,**  
Small, Cloth Bound. 35c  
**Robinson Crusoe,**  
Octavo, Gold Stamped, monster book,  
Each. 69c  
**Dante's Inferno,**  
50 full page illustrations by Dore. 69c  
**Children's A. B. C's. 1c**  
Children's Linen Books. 25c 10c and 5c  
**Large Pictorial Books,**  
Heavy Pastebord Covers. 25, 15, 10c.

10c for an enam-  
eled CARD  
never sold less  
than 15 and 20c.

### Groceries, Etc.

20 lbs. Havemeyer's best Granulated  
Sugar. 1.00  
22 lbs. White C. Sugar. 1.00  
24 lbs. Yellow C. Sugar. 1.00  
**Baking Powder,**  
Regular 10c kind, guaranteed good. 5c  
**Longwell's Pure,**  
Strictly High Grade, per pound. 18c  
Or with a 50c, four piece Glass Set. 49c  
**New, Large Prunes. 7c**  
California Peaches (evaporated). 12 1/2c  
10 Bars Lenox Soap. 25c  
**14 Bars Flag Soap. 25c**  
**Rub-no-more - 2 for 5c**  
Ivory Soap 2 for. 5c  
Gold Dust. 19c  
Gold Star. 13c  
1 lb package Seeded Raisins. 9c  
**XXXX Coffee - 8 1-2c**

**Mexican Java and Rio,**  
A New One. 15c  
Town Talk, the old stand by. 18c  
Best Santos grown. 20c

**Chase & Sanborn's,**  
Strictly High Grade and just the thing  
for Christmas. 38, 30 and 25c

**Teas. 30, 40 and 50c**  
Chase & Sanborn's seal brand, Japan,  
1 1/2 pound package. 35c  
**Lipton's, 1 1-2 lb package, 35c**  
Needle Tea, Best. 60c  
**Cooking Molasses, gallon, 15c**  
Regular 40c molasses. 30c  
Regular 50c molasses. 40c  
Table Syrup, (33 per cent Cane). 20c  
Best Crackers. 5c  
Clothes Pins, 2 doz. 1c  
Seeleys Blueing, Concentrated. 1 1/2c  
Quart Bottle Ammonia. 9c  
500 Natural Tacks. 3c

**Sapolio**  
Cocoanut per pound. 7c  
20c pkg Cocoanut. 13c  
10c pkg. 7c

**Christmas Candies.**  
Commercial Mixed per lb. 4 1/2c  
Christmas Mixed. 10c  
Broken Taffy. 10c  
Caramels per lb. 10c  
Gem Mixed. 12c  
Peanut Brittle. 15c  
Peppermint Drops. 15c  
One lb Boxes Assorted with best  
Candies for Gifts. 25c  
Lowney's 1 1/2 lb boxes. 30c  
Lowney's 1 lb boxes. 50c

**Drugs at Cut Rates.**  
**Hood's Sarsaparilla. 69c**  
**Pinkham's Compound. 75c**  
**Pierces, either kind. 75c**  
**Alcock's Plasters. 13c**  
Scotch Tonic 2 bottles. 1.00  
Scotch Tonic Pills 2 bottles. 25c  
Hobbs Spargue Pills. 39c  
Hobbs Tak a Pill. 15c

**2-Quart Fountain  
Syringe Guaranteed  
59c.**  
**Box 50 Good Cigars  
75c.**

**Square Horse Blankets**  
70x72 sewed strap and snap end fastenings  
black and orange plaid. 49c  
**High Grade Blankets,**  
84x90 Soft wooly stock. 1.89  
84x90, soft wooly stock, cut, stitched  
edge. 2.25  
**Fawn Color, All Wool,**  
The best quality on earth; each. \$4.85  
per pair \$9.50  
**Stable Blankets,**  
Shaped Bagging, Unlined, good size  
at. 85c  
**Lined Duck Security,**  
full size. \$1.25  
Others at. \$1.49, \$1.69 and \$1.99  
**Robes, Plush, Goat, Etc.**  
"Jewel" Single Lap Robes. \$1.25

**Chase Durable Plush. \$2.25**  
COMBINATION Green Plush on one  
side, Pure Rubber on other, Proof against  
cold and rain, 1 inch rubber binding, 2  
rows stitching, one of the best sel-  
lers we ever had in stock each. \$2.99  
Red and Variegated Colored Plush  
Robe. 3.37

**Grey Goat Robe**  
Good sized and Big value for money \$5.98  
**Imitation Buffalo,**  
Black very warm and Handsome \$8.75  
**Light Single Harness**  
Good quality Oak Leather. \$5.48  
**Rope Halters. 5c**  
Lead Halters or ties 10c and. 8c  
Web Halters. 15c  
Whips 10c ones. 7c  
**English Drop Top Dog  
Cart Whips. 20c**  
**Team Whip.**  
3 1/2 foot stock with 3 1/2 foot closely  
braided lash, and snap, a street  
whip. 35c

**Crowded to Overflowing.**  
We have added a new sales room, our  
"Banner Bargain Basement"  
Here you will find Bargains of every  
description: Kitchen Utensils, Horse  
Goods, Ladies and Misses Mittens and  
Hose, Gents Gloves, Mittens and Hose;  
Bed Blankets and Comfortables, Glass-  
ware, Plush Robes, Goat Robes and a  
miscellaneous assortment of every day  
sellers.

**White Bed Blankets.**  
45x72 1 1/2 lb well bound, assorted  
colored borders per pair. 49c  
Competition white bed. blankets 55x72,  
assorted colored borders. 59c  
64x76, 3 1/2 pounds, silk stitched edge 99c  
72x80, 5 pound heavy twilled silk bound,  
at. \$1.39

**Comfortables!**  
38x65 1/2 India shawl pattern, red bind-  
ing, wool lining, each. 45c  
45x67 1/2, Floral design, scarlet binding,  
straight quilted. 59c  
63x73, Floral design in color. 89c  
65 1/2 x 72, Persian effect. 99c  
Some of the following goods are ordered  
and on the way and will be found in  
our Bargain Basement.

**Men's Underwear.**  
Shirts, size, 34 to 42, heavy grey, mixed,  
collarless neck, tape front, agate  
buttons. 25c  
**Drawers to Match**  
Above. 25c  
Extra heavy wool fleeced goods, silk  
bound neck and front; 3 pearl buttons  
in front. Linen, needle stitched and  
equal to a full fashion made garment.  
Undershirts and Drawers each. 50c

**Men's Double Breasted**  
Blue Flannel overshirt, \$1.00 for the  
well known Hudson River blue flannel,  
every shirt stamped with a guaranty  
denoting color absolutely fast, 34 inches  
long, double breasted, lined back and  
front, one large pocket, flat felled seams,  
better cloth and make than any other  
flannel shirt.

**MENS' 5c Hose Choice**  
of 5 distinct varieties. 5c  
**MENS' BALBRIGGAN**  
**UNBLEACHED**  
half those good weight. 10c  
**MENS' FAST BLACK**  
**HALF HOSE** Seam-  
less Double Heel and  
Toe. 10c  
**MENS' BLACK WOOL**  
**HOSE** Seamless Black  
Leg Natural Wool  
Foot Double Heel and  
Toe. 25c

**Mens' Mule-  
skin Mittens**  
25c.

**Ladies' Extra Quality**  
**Ribbed Pattern each**  
Pair. 10c  
**Boys and Misses'**  
**Double Knit. 10c**

**Misses' and Boys**  
**Fleece Lined Black**  
**Hose, Seamless**  
**Double Knee full**  
**length, Foot and**  
**Leg Fleeceed,**  
each pr. 10c

**Misses' and Boys Regular 25c Hose**  
for Ladies' Good Length Seamless  
Hose. 5c  
Ladies' Fleece Lined Black Hose  
13c and. 10c  
Ladies' High Grade 35c Hose. 25c